

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
16 November 2000 (16.11.2000)

PCT

(10) International Publication Number  
**WO 00/68362 A3**

(51) International Patent Classification<sup>7</sup>: C12N 5/16, G01N 33/50, C12N 15/63

(21) International Application Number: PCT/GB00/01702

(22) International Filing Date: 4 May 2000 (04.05.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
9910664.3 7 May 1999 (07.05.1999) GB

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(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published:  
— With international search report.

(88) Date of publication of the international search report:  
15 March 2001

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

WO 00/68362 A3

(54) Title: UNDIFFERENTIATED ERYTHROID CELLS AND THEIR USE IN LIGAND BINDING ASSAYS

(57) Abstract: The use of an erythroid cell which is substantially undifferentiated but which is capable of expressing a heterologous protein under the control of a globin promoter thereof, in an assay in which said protein interacts with an endogenous signalling cascade of said cell and said interaction is detected. In general, such assays will be functional assays. The production of suitable erythroid cells as well as cells useful in this way are also described and claimed.